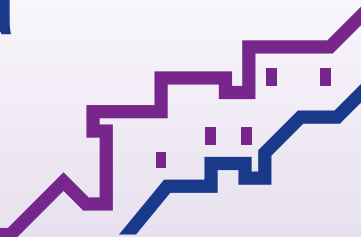


Business Parks and Industrial Estates

Benefiting from Business Improvement Districts



“In its first two years the BID has already made a significant and positive difference to the business environment of Clacksfirst BID members. Initiatives such as new signage, security and crime prevention measures and resource efficiency projects are helping businesses in these difficult times and assisting in making Clackmannanshire the place to do business in Central Scotland.”

**Jamie MacSween, Managing Director
Autosonics Ltd**





What is a BID?

A Business Improvement District (BID) is led by business for business and delivers a sustainable financial model to fund local improvements, services and management.

A BID, which is funded by the private sector, allows the private sector to work in partnership with statutory authorities within a flexible mechanism to deliver a wide variety of projects and services to improve the local economy. It also gives local businesses a unified voice and provides an arena for businesses and local authorities to increase their understanding of each other's priorities.

A BID can cover almost any project or service that local businesses agree would be of benefit as long as these are additional to services provided by the statutory authorities.

BID projects can tackle issues such as:

- access
- safety and security

- cleansing and waste
- environmental improvements
- marketing, hospitality and events
- improved asset management
- and give a strong and unified voice for business.

More innovative projects and services can develop as each BID evolves and matures. Some, for example, are developing projects around waste management, utilities, collective purchasing and cross-selling. Examples include:

- local procurement
- business development
- independent business assistance and succession plans
- renewable energy
- zero waste – recycling, reuse, reduce
- European funding.

“The Scottish Business Crime Centre is delighted to be working in partnership with Clacksfirst and Central Scotland Police to provide businesses in Clackmannanshire’s industrial estates with effective crime prevention information to help them prevent or reduce crime at an early stage. This ground-breaking initiative is already proving its worth for Clackfirst members, many of whom are taking advantage of, and benefiting from, the innovative security improvement grant, information sharing, visits from Fire and Rescue Services and involvement in both local and national crime prevention schemes.”

Tom McDougall, Safer Areas Project Co-ordinator
Scottish Business Crime Centre



How is a BID established?

Normally, a working group develops the initial BID project and consults with other groups and the local authority to gauge support. It also ascertains whether financial, in kind and secondment support will be provided by the local authority.

After this a wider, more representative steering group is established, made up of predominantly private sector individuals and some public sector representatives.

After consultation with local businesses, a steering group will identify the proposed BID area to be covered, the issues to be addressed and projects to be included in the business plan. The business plan will also set out the BIDs delivery mechanisms and performance indicators, as well as the BID governance and management structures.

A BID is not a substitute for central or local government services, but is a way additional funding can be raised. The businesses then decide how the additional funds are spent to

strengthen their local business economy.

A BID is developed, managed and paid for by the business sector by means of a compulsory BID levy which the businesses within the proposed BID area must vote in favour of before the BID can be established. Each business liable to contribute to the BID will be able to vote on whether or not the BID goes ahead.

Levy contributions could be made by a combination of occupiers and property owners, or by occupiers alone.

The interests of both large and small businesses are protected through a voting system that requires a majority in the numerical votes cast and the rateable value of votes cast. A BID proposal in Scotland will only go ahead if more than half the businesses vote in favour and they represent more than half of the rateable value – of those businesses that vote.

A BID has maximum duration of five years after which the BID is required to seek a new mandate from the businesses in the BID area.



How can a BID benefit business parks?

Business parks and industrial estates provide significant levels of employment across Scotland and are home to many small and medium-sized businesses. The BIDs sustainable financial model provides a fair and democratic means for businesses who wish to work together and invest collectively in improvements to their surroundings, services and facilities.

Business parks can be remote from residential centres and can suffer from a lack of service provision by the statutory authorities. In addition, crime, vandalism and many other problems can be prevalent, making it difficult for businesses to attract staff and giving areas an untidy, neglected and unsafe appearance. This can lead to increased costs on the businesses in terms of safety and security, staff retention and repairs and maintenance.

A BID can help address problems and issues identified by local businesses with solutions that they believe are right. BIDs are not all talk – they deliver real results. All the businesses benefit from the projects and services, and all contribute to the costs. BIDs are fully accountable at a local level.

BIDs can deliver:

- **improved access and public transport links**
- **a safer, more secure environment – CCTV, mobile patrols, lighting, etc**
- **a cleaner, improved environment for employees and clients**
- **better asset management**
- **improved communications and marketing**
- **collectively invested money which works harder and smarter – sharing costs and responsibilities.**

A BID can also help to provide:

- **business-to-business selling**
- **improved staff recruitment and retention**
- **greater efficiencies through local procurement**
- **the opportunity to attract additional funding**
- **strong and effective private/public partnerships**
- **joint effort and drive towards a shared vision**
- **a competitive regional advantage**
- **improved private and public sector investment**
- **a strong local voice for business.**

“Beatson’s is a family-owned building supplies business, which supports the crime prevention measures such as the Business Watch Crime Prevention Initiative and the Security Grant Scheme introduced through the Clacksfirst BID. Beatson’s has found the security improvement grant scheme organised by Clacksfirst to be a very positive project and we have used this to contribute to a new large-scale CCTV system for the business. We have received back 50% of our annual levy contribution from this one BID project.”

Mark Northway, Financial Director
Beatson’s Building Supplies Limited



“Since it received the ‘Yes’ vote in 2008, the Clacksfirst BID has achieved a great deal and delivered a number of very worthwhile initiatives for local businesses. In particular, we are especially pleased with the Business Park Security Alert Scheme; run in partnership with Central Scotland Police. These regular “crimewatch” updates, from the Police, have had a positive impact on our business by raising the awareness of crime to our staff. It keeps us updated on all business parks within the BID area and not just our own. We believe that in return for paying a relatively small levy contribution, we receive a great deal of additional benefits and return on our investment.”

**Colin Lynch, Joint Managing Director
Blyth Utilities Limited**



BIDs in action

Clackmannanshire pioneered the involvement of property owners in BIDs in Scotland, with Clackmannanshire Business Parks (Clacksfirst Limited) becoming the first county-wide, commercial BID in Scotland and the first UK business park BID to involve property owners as well as occupiers.

There are approximately 200 companies operating from around 300 properties across ten business parks.

Clacksfirst Ltd has delivered:

- **entrance and internal directory board signage to ensure that customers and visitors are clearly directed around the business park**
 - **security audits by Central Scotland Police and the Scottish Business Crime Centre to identify security issues and problems which resulted in**
 - **a security grant scheme, partly funded by Clacksfirst Ltd, to assist BID businesses to implement crime prevention and reduction measures such as improved lighting, installation or upgrading of CCTV (both internal and external), installation or upgrading of burglar alarms, security warning signage, locks, doors or door shutters, windows and window shutters**
 - **crime prevention alerts in conjunction with Central Scotland Police**
 - **an interactive Business Crime Prevention Toolkit, developed in conjunction with Central Scotland Police and the Scottish Business Crime Centre, to assist member businesses and their staff to prevent crime and identify criminal activity and offenders**
- **in partnership with British Parking association, Central Scotland Police and the Scottish Business Crime Centre, Ceteris based in Clackmannanshire was the first company, on an industrial estate in Scotland, to achieve the prestigious Safer Parking Award.**

Almost a quarter of the established BIDs in the UK are based in business parks or industrial estates. All are delivering significant improvements for their BID members.

Particular issues and concerns raised by businesses on business parks or industrial estates include:

- **access – local transport projects**
- **safety and security**
- **environmental improvements – low-cost solutions to keep areas of business parks neat and tidy, improve visibility through tree and shrub pruning, introduce additional litter picking, removing graffiti and the development of social areas to provide amenities such as outdoor seating tables for the benefit of employees and visitors**
- **tackling resource efficiency and reducing business costs**
- **encouraging local inter-trading between BID member businesses and developing a local procurement initiative**
- **business support and marketing.**



Contact
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